

SYSTEM, METHOD AND PROGRAM PRODUCT FOR IMPROVING BROKER'S PROFITS IN ELECTRONIC COMMERCE

ABSTRACT

5 A method, system and program product for brokering sales between parties. An interested party or client, such as a buyer or a seller, requests broker's services. The requesting client provides transactional information to the broker system. A transactional model is constructed for the client from the received parameters. The client transactional model indicates the client's likelihood of participation in a particular transaction.

10 Potential second parties to the transaction, i.e., sellers or buyers, are identified. A proposed transaction is structured to maximize spread. The proposed transaction is offered to both the client and the second parties.